

Recommended Curriculum for Academic Year 2023/2024					
Tourism Management MSc					
Course-unit	Prerequisites	Lecture	Practical class/seminar	Requirements	Credit points
Semester 1					
Economic Policy		2	0	E	3
Research Methodology		2	2	E+P	6
Managerial (Business) Economics		2	2	E+P	6
Cultural, Creative and Heritage Tourism		2	0	E	3
Marketing and Communication Management		2	0	E	3
Creative Experience Design		0	2	P	3
Tourism Legislation and Institutions		2	0	E	3
University Seminar	-	0	2	P	0
Frame of optional subjects		2,0	0,0		3
Total		14,0	8,0		30
Semester 2					
Strategic Management		2	2	E+P	6
Corporate Finance and Financial Strategy		2	2	E+P	6
Tourism Destination Management		2	2	E+P	6
Creative Industries		2	2	E+P	6
Health Tourism: wellness and spas		0	2	P	3
Frame of optional subjects		0,0	2,0		3
Total		8,0	12,0		30
Semester 3					
Controlling Systems		2	2	E+P	6
Coorporate Decision Support Systems		2	2	E+P	6
Trends in Tourism Product Development		2	2	E+P	6
Heritage Management		0	2	P	3
ICT and Creative Media		2	2	E+P	6
Creative City Development		2	0	E	3
Degree Forum		0	1	P	0
Frame of optional subjects					0
Total		10,0	11,0		30

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